System for Award Management (SAM):

Creating Efficiencies through Integration and Consolidation

DoD Mid-Atlantic Regional Council Meeting

January 2013

A New PMO

In the words of Acting Administrator Tangherlini –

"GSA continues to move aggressively to ensure that the System for Award Management (SAM) and the Integrated Acquisition Environment (IAE) is meeting the critical information needs of our federal agencies and external vendors. As we work with IBM, we are also making internal changes and transitioning the project to the Federal Acquisition Service and the Office of the Chief Information Officer. By transitioning the leadership of SAM to two of GSA's top executives - the Acting FAS Commissioner and the Deputy CIO - GSA will ensure that the short-term fixes and the long-term vision of creating a common acquisition platform across government rests squarely with the leadership of our acquisitions and technical experts. This will allow the current project manager, the Office of Government-wide Policy, to focus on ensuring that the IAE meets policy and regulatory requirements from our federal partner agencies and OMB." 10-22-12
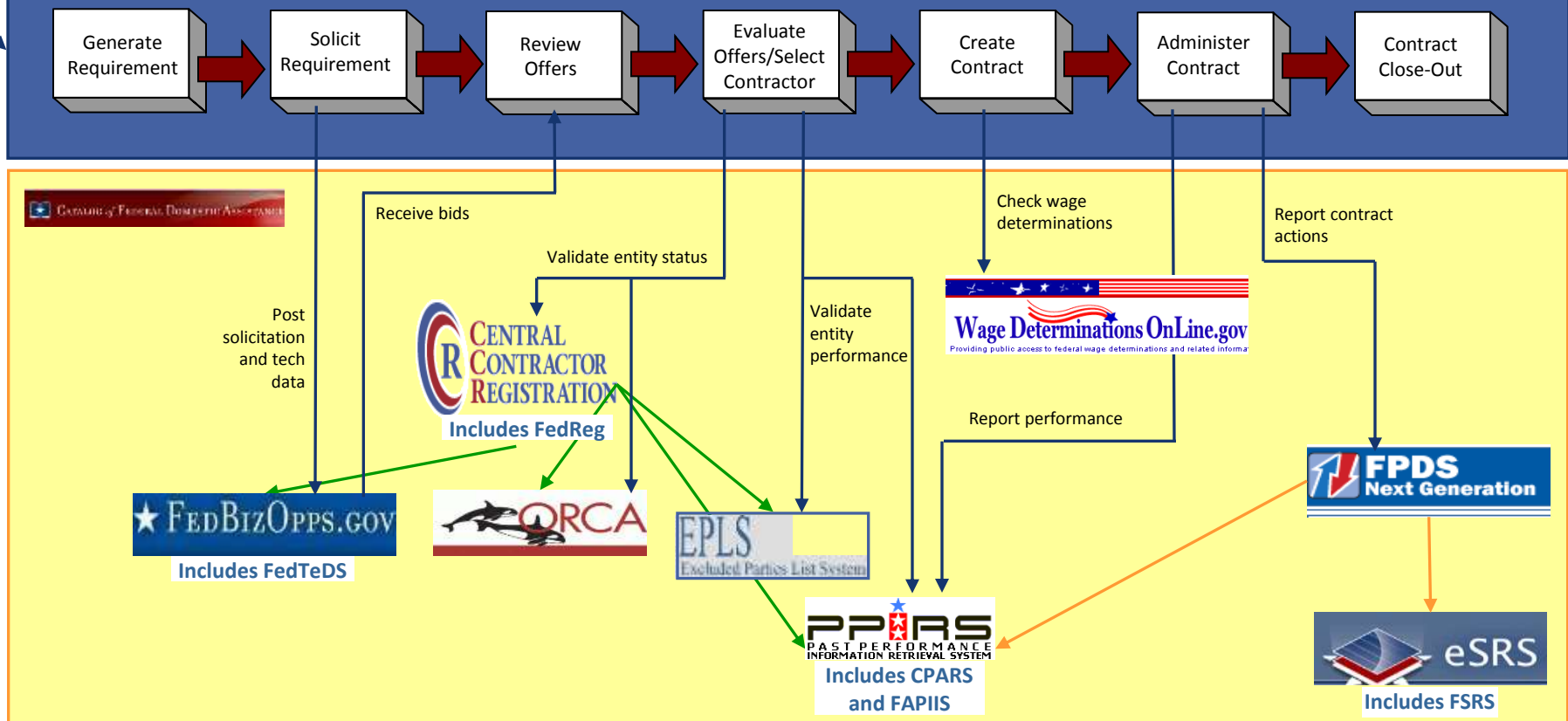
Key leaders:

Casey Coleman, GSA CIO   *Mary Davie, FAS Acting Commissioner*
Sonny Hashmi, GSA Deputy CIO   *Amanda Fredriksen, FAS Assistant Commissioner*

Agenda

- Background

- System capabilities

- External considerations

- Challenges

- Rewards

The Award Process of the Past

Multiple separate, siloed systems with overlapping data and many opportunities for error

The Procurement Process from a Government Agency Perspective

Generate Requirement → Solicit Requirement → Review Offers → Evaluate Offers/Select Contractor → Create Contract → Administer Contract → Contract Close-Out

Catalog of Federal Domestic Assistance

Receive bids

Validate entity status

Post solicitation and tech data

CENTRAL CONTRACTOR REGISTRATION
Includes FedReg

Validate entity performance

Check wage determinations

Wage Determinations OnLine.gov
Providing public access to federal wage determinations and related information

Report contract actions

FedBizOpps.gov
Includes FedTeDS

ORCA

EPLS
Excluded Parties List System

FPDS Next Generation

Report performance

PPIRS
PAST PERFORMANCE INFORMATION RETRIEVAL SYSTEM
Includes CPARS and FAPIIS

eSRS
Includes FSRS

→ User action
→ Entity data
→ Contract data

- One login – Accessible at one online location to streamline the process

- One data source – Centralized, normalized data that eliminates the potential for conflicting values and improves agility to deal with future changes

- One host – Consolidated hosting to reduce operations and maintenance costs

- Cost savings – Reduced costs from managing a single system

Existing capabilities, streamlined for efficiency.

- Contracting/grants officers
    - Easier access to data – One login provides access to data used in many phases of the award process
    - Time savings - entering information in only one system minimizes data entry and management

- Entities (anyone who wants to do business with the government)
    - Streamlined process – One login allows entities to perform multiple steps of their federal award-related processes

- System owners/administrators
    - Fewer system-to-system connections – Consolidation reduces maintenance challenges and costs

System Organized By Functional Areas

Functional Area	Capabilities	Legacy Systems
Entity* Management	• Manage entity core data • Manage certifications/representations	• **CCR/FedReg** – Central Contractor Registration/Federal Agency Registration • **ORCA** – Online Representations and Certifications Application
Award Management	• Post solicitation and award data • Maintain government-wide contract award data • Manage government-wide subcontractor data	• **FBO** – Federal Business Opportunities • **FPDS-NG** – Federal Procurement Data System-Next Generation • **eSRS/FSRS** – Electronic Subcontracting Reporting System/FFATA Subaward Reporting System
Wage Data	• Access wage determinations	• **WDOL** – Wage Determinations Online
Performance Information	• Manage/maintain past performance information • Manage exclusion list	• **PPIRS/CPARS/FAPIIS** – Past Performance Information Retrieval System • **EPLS** – Excluded Parties List System
Assistance Program Catalog	• Create/maintain assistance program catalog	• **CFDA** – Catalog of Federal Domestic Assistance
Support	• Provide security/access control • Provide reporting/communications support • Provide internal controls	

* *Entity* refers to prime contractors, organizations or individuals applying for assistance awards, loan recipients, sole proprietors, corporations, partnerships and any federal government agencies that want to do business with the government

Implementation Phases

- Legacy system capabilities will move to SAM in phases
- The initial phases provide foundational capability, such as security and reporting, that will apply to subsequent phases

Phase	Description	System	Date
Phase 1	Entity Management and the Exclusions Portion of Performance Information	CCR/FedReg, ORCA, EPLS	July 2012
Phase 2a	Award Management and Assistance Program Catalog	eSRS/FSRS, CFDA	TBD
Phase 2b	Award Management and Wage Data	FBO, WDOL	TBD
Phase 3	Award Management	FPDS-NG	TBD
Phase 4	Performance Information	PPIRS/CPARS/FAPIIS	TBD

- Technical
  - Aligning across federal organizations, normalizing roles across multiple systems

- Change Management
  - System interfaces, usability, accessibility

- Expanded team provide the necessary business, policy, technical and outreach needed for success
- Improvement activites underway, focusing on:
  - Program planning and analytics
  - Customer service -- help-desk, self-help, outreach
  - Business operations and quality assurance
  - Outreach and stakeholder communication
  - Technology
- Leveraging results from usability studies ('First Fridays', SAM.gov, FSD.gov) to develop recommendations to improve system usability - implementation planning underway
- Updating and improving how-to training videos
- Successfully resolved 554 system defects and changes since go-live

SAM Brings Great Rewards

- Cost savings – Result in significant savings and cost avoidance over the next decade through decreased operations and maintenance costs for these and interfacing systems
- Data quality improvements – Create the capability to realize data quality improvements as databases are consolidated and redundancies are eliminated
- Greater agility – Create the ability to rapidly address new requirements through government-owned hardware/software and strategic enhancement contracts
- Time/resource savings – Realize significant time and resource savings for the federal acquisition workforce and the contractor and awardee community through enhanced functionality and usability
- Transparency and accountability support – Offer streamlined access to consolidated federal data through a single access point

- SAM Phase 1 is active

- If you had a registration in CCR (and ORCA), your information is now in SAM

- If you completed your Representations and Certifications (Reps & Certs) in ORCA, that information is now part of your entity's SAM registration
  - If your registration was active prior to SAM go live, and you never completed Reps & Certs in ORCA, it will still be active in SAM
  - Your contracting officer may require you to update your SAM registration to include Reps & Certs prior to any contract award
  - To be eligible for contracts, you will be required to complete Reps & Certs in SAM when you update/renew your registration

- No active registrations will expire prior to January 1, 2013

- The Primary/Secondary users of your registration will be notified at 60, 30 and 15 days prior to the registration expiration
  - If your Primary and Secondary POCs are no longer with your organization, you'll need to contact the Help Desk to have their permissions assigned to your user account
  - Registrations that expired prior to December 2010 will need Help Desk support to have administrator permissions assigned to user account

- Unless you have opted out of the public search, you'll be able to see your registration expiration date by going to http://sam.gov and searching by your DUNS, CAGE code or business name

- If you created a SAM user account (username and password), you now have system access

  - Previous CCR username and password will not allow log-in to SAM; a SAM user account must be created

  - Creating a SAM user account does not mean that your entity is registered in SAM

  - If you never had a registration in CCR, you must create a registration for your entity in SAM to do business with the government

- If you do have a registration in SAM, it may be at one of the following status levels:

  - Active – an active registration

  - Expired – a registration that was once active, but is now expired

  - Draft – registration started, but Core Data section is not completed

  - Work in Progress – Core Data section is complete, but additional information is needed or "Submit" needs to be clicked

  - Submitted – Registration submitted but not yet active. (Waiting for TIN validation and/or CAGE validation, which typically takes three to five business days, similar to CCR)

- If you have an Active or Expired record, you may also have a record at one of the other status levels, if you initiated an update/renewal

You can migrate your legacy system roles to SAM

What is an Entity?

In SAM, your company/business/organization is now referred to as an "Entity."

- All of your entity's data in the legacy systems (CCR, ORCA, EPLS, FedReg) will be migrated to SAM. You can migrate your individual roles upon logging into your SAM account.

Your Roles Will Migrate to SAM

You will have the same access to your data in SAM that you had in the legacy systems.

- You will need to create a new username and password.
- This new SAM username and password will work for all of your migrated roles.

Migrating Roles from Phase-1 Systems

You can migrate roles from CCR, EPLS and FedReg but not ORCA.

- The Reps and Certs data for your entity will be migrated to SAM.
- SAM has combined the CCR and ORCA functionality. When you migrate your CCR account, you will be given access to your organization's Reps & Certs.
- If you have multiple accounts in one legacy system, you may find that you won't need all those accounts to do the same business in SAM. You can migrate the roles connected to those accounts into your single SAM user account.

Access to Your Legacy Email Accounts

To migrate your legacy account (CCR, FedReg, or EPLS), you need the email address used for your legacy account.

- SAM uses your legacy email address to validate who you are.

Steps for Migrating Your Roles

1. Go to www.sam.gov
2. Create an Individual Account and Login
3. To begin the migration process click either:
    - "Yes" next to "Would you like to migrate a legacy system account?" on the "My SAM" welcome banner, or
    - "Migrate Legacy System Account" under "Manage My User Roles" on your "My SAM" page.
4. Select the legacy systems where you have accounts
5. SAM checks to see if your SAM account email address matches your legacy account email address.
    - If YES, your legacy roles will be automatically migrated to SAM.
    - If NO, SAM will send an email to your legacy account email address. Click the link in the email and log back in using your SAM username and password. Your roles will now be active.

Please Note: If your CCR account expired before December of 2010, you must contact the SAM Help Desk to support migration of your account.

How do I get more information? Take a look at the SAM User Guide.

Quick Guide for Updating/Renewing Registrations Previously in CCR and Are Now in SAM

How to update or renew your entity record in SAM:

Before you start, you need to know the following:

REGISTERING IN SAM IS FREE

What is an Entity?

In SAM, your company/business/organization is now referred to as an "Entity".

- If you were registered in CCR and ORCA, your organization's information is already in SAM. You just need to <u>set up a SAM account and migrate your CCR roles</u>. See the "Migrating Roles" Quick Start Guide.

Viewing Your Entity Record

How you view your entity record depends on several factors

- If you chose to make your record public, you can view your entity record by going to www.sam.gov and searching for your DUNS number or Entity Name
- If your record is available in the public search, but expired, you can view it by searching for your entity by DUNS number or Entity Name, clicking on the "Inactive" box, and clicking the "Apply Filters" button
- If you opted out of the public search, log into SAM, migrate your roles, and the click on "Register/Update Entity" and "Complete Registrations" to view your record

Requirements for Submitting Your Registration

Federal regulation requires a complete review of your record

- To submit your update, you must review the entire record in one sitting
- Review each page, validating the accuracy of the content, and clicking on "Save and Confirm" or "Save and Continue" on every screen -- and "Submit" at the end.
- If your registration requires Reps & Certs (formerly ORCA), make sure you select the box certifying to the accuracy of the data on the "Review Reps & Certs" page

Steps for Updating/Renewing Your Entity Record in SAM

1. Go to www.sam.gov and login with your SAM username and password
2. Click "Register/Update Entity" and then "Complete Registrations" (if you started your update earlier, click on "Incomplete Registrations")

3. In the Entity List panel, click on the Entity you want to update/renew
4. Click the Update Entity button in the "Registration Details" Panel
5. Complete Purpose of Registration (You only have to do this once)
6. Validate/Update "Core Data"
   - Your DUNS information (if you need to update this information, go to **http://fedgov.dnb.com/webform**). If you have updated your information with D&B, click the "Refresh D&B Data" button on SAM's "Verify DUNS Information" page for the updates to appear in SAM.
   - Business Information (TIN, etc.)
   - IRS Consent Information (optional for foreign registrants)
   - CAGE/NCAGE code
   - General Information (business types, organization structure, etc)
   - Financial Information (Electronic Funds Transfer (EFT) Information)
   - Executive Compensation
   - Proceedings Details
   - Information Opt Out (Select whether to authorize your entity to be displayed in SAM's public search)
7. Validate/Update "Assertions" (not required to be eligible for Grants only)
   - Goods and Services (NAICS, PSC, etc.) – be sure to select a primary NAICS
   - Size Metrics
   - EDI Information (optional), Disaster Relief Information (optional)
8. Validate/Update "Representations and Certifications" (not required to be eligible for Grants only)
   - FAR Responses
   - Architect-Engineer Responses
   - DFARS Responses
9. Validate/Update "Points of Contact", including optional POCs. If you no longer wish to have the optional POCs, please delete all data in these fields.
10. If you qualify as a small business, validate/update your information in SBA's Dynamic Small Business Search (DSBS) or apply for a small business certification on the "SBA Supplemental" page.
11. Note: If your update/renewal requires IRS or CAGE re-validation, it will take 3-5 business days for it to become active and replace your previous registration.

How do I get more information? Take a look at the SAM User Guide.

Need More Assistance?

- Help tab on the SAM web site at http://sam.gov
  - FAQs provide answers to frequently asked questions
  - Quick Start , Help Guides introduce you to key functionality you may need, including Account Migration and Renewing/Updating a registration
  - User Guide provides a comprehensive step-by-step guide to using all parts of SAM
  - Web demonstration videos for common tasks
- Glossary on every screen helps you determine what information you need to enter
- Open-text search provides flexibility for you to find the information you need in the way that makes sense to you
- SAM online help desk - Federal Service Desk (http://fsd.gov)
- SAM phone help desk – 866-606-8220